

IN THE SPECIFICATION:

Summary of the Invention: Please delete the Summary of the invention appearing on page 3, line 7, to page 5, line 8 and replace it with the following:

SUMMARY OF THE INVENTION

In one illustrative embodiment, a method is provided for managing multiple user identities for a user of an electronic commerce (e-commerce) site. The illustrative embodiment defines the e-commerce site as a plurality of security domains. In response to a user's request to invoke an operation of the e-commerce site, the illustrative embodiment identifies a type of user identity being used by the user. In the illustrative embodiment, types of user identities comprise guest identity, a generic identity, and a registered identity. In the illustrative embodiment, the generic identity is a single user identity shared throughout a security domain. In the illustrative embodiment, the guest identity is an unique temporary user identity assigned to a user for the life of the user's session within the security domain. In the illustrative embodiment, the registered identity is an unique identity that is reusable across sessions within the security domain. The illustrative embodiment determines if the type of user identity is appropriate to invoke the operation. Responsive to the type of user identity being an inappropriate type of user identity to invoke the operation, the illustrative embodiment switches the user to the appropriate type of user identity to invoke the operation. Responsive to the type of user identity being appropriate to invoke the operation, the illustrative embodiment determines a security domain of the plurality of security domains to which the operation relates. The illustrative embodiment selects a session from a plurality of sessions persisted for the user based on the determined security domain. The illustrative embodiment reuses the selected session for the user automatically in accordance with the determined security domain, the selected session being associated with a user identity and a role, the user identity and the role together indicating privileges for invoking operations of the e-commerce site in the determined security domain.

These and other features and advantages of the present invention will be described in, or will become apparent to those of ordinary skill in the art in view of, the following detailed description of the illustrative embodiments of the present invention.